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CONFIRMATION NO. 8907

SERIAL NUMBER 10/625,655	FILING or 371(c) DATE 07/24/2003 RULE	CLASS 705	GROUP ART UNIT 4127	ATTORNEY DOCKET NO. 240148US56		
APPLICANTS Andy Pearch, London, UNITED KINGDOM; John Billett, London, UNITED KINGDOM; ** CONTINUING DATA ***** ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 09/15/2003						
Foreign Priority claimed <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 35 USC 119(a-d) conditions met <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Verified and /MICHAEL H GOLDMAN/ Acknowledged Examiner's Signature		<input type="checkbox"/> Met after Allowance Initials	STATE OR COUNTRY UNITED KINGDOM	SHEETS DRAWINGS 11	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 2
ADDRESS OBLON, SPIVAK, MCCLELLAND MAIER & NEUSTADT, P.C. 1940 DUKE STREET ALEXANDRIA, VA 22314 UNITED STATES						
TITLE Method of assessing the cost effectiveness of advertising						
FILING FEE RECEIVED 1066	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit			